

SHIPPED: Between 8-14-59 and 12-30-59, from Berkeley, Calif.

LABEL IN PART: (Ctn.) "Howe's Special Formula Tablets S.C. Yellow S-121 Each Oval Tablet Contains: %MDR Vitamin A Acetate 30,000 USP Units 750% Vitamin D (Irrad. Ergos.) 750 USP Units 187% Vitamin E 2.5 Int'l. Units * * * DL-Methionine 20 mg. * * * Inositol 10 mg. * * * L-Lysine Monohydrochloride 10 mg. * * * Nicotinamide 20 mg. * * * Vitamin B₁₂ Activity (as Cobalamin Conc.) 2.5 mcg.; (box and bag) "Belle Teinte (Teen) a daily vitamin & Amino Acid dietary supplement indicated where a deficiency of the following vitamin ingredients is present: Each tablet contains: * * * Dosage * * * Sulé, Inc. 1819 Eighth Avenue, Seattle 1, Wash. 100 tablets."

ACCOMPANYING LABELING: Empty pliofilm bags bearing the above "Belle Teinte" labels and leaflets entitled "A new break-through in beauty Belle Teinte."

RESULTS OF INVESTIGATION: The tablets in possession of Howe & Co. had been shipped in bulk cartons from Berkeley, Calif., for repackaging into pliofilm bags, relabeling, and delivery to Sulé, Inc. The pliofilm bags were furnished by Sulé, Inc. The tablets in possession of Sulé, Inc., had been shipped in bulk cartons as described above, repackaged by Howe & Co. into pliofilm bags, and further packaged by Sulé, Inc., into boxes.

LIBELED: 3-3-60, W. Dist. Wash.

CHARGE: 502(a)—while held for sale, the labeling of the article contained false and misleading representations that the article was adequate and effective in the prevention and treatment of skin conditions, wrinkles, blemishes, and dry skin; and that it would produce complexion beauty, keep the skin smooth and soft, and produce good health and glowing vitality.

DISPOSITION: 3-24-60. Consent—claimed by Sulé, Inc., of Seattle, Wash., and released under bond for relabeling.

6220. Vitamin and mineral tablets. (F.D.C. No. 44416. S. Nos. 43-261 R, 77-565 R.)

QUANTITY: 35 90-tablet btls. of *Royal Guard minerals*, 60 270-tablet btls. of *Royal Command Vitamin-Mineral Food Supplement*, and 798 boxes, each containing 90 vitamin and 90 mineral tablets, of *Royal Guard Vitamin-Mineral Food Supplement*, at Spokane, Wash., in possession of Royal Guard Supplements, Inc.

SHIPPED: Sometime after 1-5-60, from Portland, Oreg., and Los Angeles, Calif.

ACCOMPANYING LABELING: Leaflets entitled "Royal Guard A New Wonderful Discovery."

LIBELED: 4-1-60, E. Dist. Wash.

CHARGE: 502(a)—the labeling accompanying the articles, while held for sale, contained false and misleading representations that the articles contained "beauty" vitamins which were capable of producing a lasting, lovely skin and complexion; the "sunshine" vitamin for manufacturing hormones in the glands; the "intelligence" vitamin (glutamic acid HCl) to quiet nerves, aid digestion, etc.; the "longevity" vitamins to ward off premature aging in feeling and appearance; the "heart" vitamin, vitamin E, to keep the heart young; lipotropic factors to help one handle fats and ward off atherosclerosis and thrombosis, the "great killer"; enzymes and essential amino acids to help turn food into proteins, energy, and rugged endurance, plus "ample amounts of the wonder-working minerals that are just as important as vitamins"; that the articles

contained vitamins and minerals which were capable of preventing and treating mental and emotional strain and stress; that they were adequate and effective in the prevention and treatment of tiredness; irritability; constipation; headaches; arthritis; bursitis; ulcers; colds; premature aging; and many, many other deficiency and degenerative diseases; that they were the finest health builder; that the article labeled in part "Royal Command" had 35 vitamins, minerals, and other nutrients to give better health; that the article labeled in part "Royal Guard Minerals" would quiet the nerves, ease one's pains, make strong bones and teeth, and give peaceful, restful sleep, and that the articles (all lots) were effective for the relief of all kinds of arthritis, ulcers, colitis, cramps, nerves, etc., including abdominal and muscle cramps for growing girls or women in menopause, and leg and feet cramps in boys and men.

DISPOSITION: 4-12-60. Consent—claimed by Royal Guard Supplements, Inc. The leaflets were destroyed and the articles were released to the claimant to be brought into compliance with the law.

6221. Vitamin and mineral preparations. (F.D.C. No. 44428. S. Nos. 35-241/70 R.)

QUANTITY: 204,002 various size bottles of vitamin and mineral preparations, at New York, N.Y., in possession of Foods Plus, Inc. Such preparations consisted of the following: *Vitamin A [Formulas 117 and 119 (Natural), Formulas 142 and 143 (Palmitate) and Formulas 342 and 343 (Fat Free)]*, *Vitamin A & D capsules [Formula 121]*, *Vitamin B₁ tablets [Formulas 101 and 135]*, *Vitamin B₆ tablets [Formulas 109 and 139]*, *Vitamin B₁₂ tablets [Formulas 134, 234 and 334]*, *Vitamin E capsules [Formulas 125 and 126 (Natural) and 325, 326 and 327 (Fat Free)]*, *wheat germ oil capsules [Formula 113]*, *calcium pantothenate tablets [Formula 141]*, *Basic Therapeutic Formula [Formula 100]*, *Super Potency Vitamin Formula [Formula 102]*, *Multi-Vitamin Formula [Formula 118]*, *Super-Vitamin B Complex [Formula 152]*, *Extra High Potency Formula [Formula 156]*, *All-in-One Vitamin and Mineral capsules [Formula 178]*, *Previtalin [Formula 199]*, *Multiple Minerals [Formula 104]*, and *Lecithin capsules [Formula 129]*.

SHIPPED: Between May 1959 and April 1960, from outside the State of New York.

ACCOMPANYING LABELING: Booklets entitled "Spring 1960-Vitamin Catalog Foods Plus, Inc.," "Victor the Vitamin," "Better Health for America," "How Vitamins have helped man since the Dawn of History," and "What is Different about these Vitamins."

RESULTS OF INVESTIGATION: The booklets were printed on behalf of Food Plus, Inc., for promotional purposes and explained the use of the preparations.

LIBELED: 4-21-60, S. Dist. N.Y.

CHARGE: 502(a)—while held for sale, the labeling which accompanied the articles was false and misleading as follows:

(a) *Vitamin A [Formulas 117 and 119 (Natural), Formulas 142 and 143 (Palmitate) and Formulas 342 and 343 (Fat Free)]*—the labeling contained representations that infection, night blindness, lowered resistance to infection of mucous membranes of the throat, mouth, nose, and eyes, are usually caused by deficiencies of vitamin A in the diet, and that use of the articles would correct and prevent such conditions and be helpful for "resistance to illness," which representations were false and misleading since such conditions are rarely, if ever, caused by a deficiency of vitamin A in the diet, and use of the